



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

Mr. David Kahn  
MEIX  
1390 Lawrence Street  
Denver, CO 80204

November 19, 1998

Dear Mr. Kahn:

Attached please find the bid specifications for the Marlboro Racing School program scheduled to be executed during 1999.

Bids must be sent separately in two sealed envelopes, along with a copy of your company's most recently audited financial statements, directly to:

Philip Morris USA  
120 Park Avenue  
New York, NY, 10017

Attention: Brian Colby, Manager, Contract Analysis and Reporting, 15th fl.

Steve Sampson, Group Manager, Event Marketing, 12th fl.

Bids are due no later than Wednesday, December 7, 1998. Failure to submit your bid by that date to the individuals listed above may result in your company's disqualification from the bidding process.

Please note that the elements of the program as described in the following pages are subject to change. In the event that there are subsequent changes made, the agency awarded the bid will be asked to adjust their bid accordingly.

Recommended staffing is attached, however, please feel free to submit your own staffing approach or methodology in executing this program. Any deviation from the recommended staffing should be explained and justified to the satisfaction of Philip Morris.

The selected Agency will also be required to submit a copy of their hiring and purchasing policies to P.M. for review.

Also, note that drug testing and DMV checks on all staff members are a mandatory requirement and must be represented as separate line items on submitted budget worksheets.

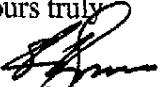
2070821149

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS BASIC CAMBRIDGE ALPINE

Please do not hesitate to contact me for further clarification in any area of the bid package.  
I can be reached at (917) 663 - 2184.

We look forward to receiving your bid.

Yours truly,



Steve Sampson  
Group Manager, Event Marketing

cc: Brian Colby

2070821150